91.7 M.C. **KALW** 1500 Watts FM

MONTH OF SEPTEMBER PROGRAM LISTING 1948

KALW is an FM Non-Commercial Educational Radio Station owned and operated by the San Francisco Unified School District.

KALW operates on a frequency of 91.7 megacycles, uses 1500 watts of power and is located in the Samuel Gompers Trades School, 22nd & Bartlett Streets San Francisco 10, California.

KALW operates as an educational broadcast station for the purpose of applying radio as a learning aid, for adult education and as a training facility for commercial broadcast personnel and teachers.

Administrative control of KALW is through Dr. Herbert C. Clish, Superintendent of Schools; Watt A. Long, Associate Superintendent of Schools in charge of Instruction and Mr. O. D. Adams, Assistant Superintendent in charge of Vocational and Adult Education.

Mr. E. S. Anderson is Principal of the Samuel Gompers Trades School, Location of KALW.

KALW CHANGES FREQUENCY

KALW, FM NON-COMMERCIAL BROADCAST STATION OF THE SAN FRANCISCO BOARD OF EDUCATION Now operates on a NEW frequency of 91.7 megacycles on FM. The old frequency of 44.5 megacycles is not used and receivers now in schools will not operate on the new frequency.

This change in frequency was necessary to comply with changes in the progress of radio since KALW was planned and started operation in 1940. All FM stations are now on an FM band of 88 to 108 megacycles.

The FCC requirement for KALW to move to 91.7 M.C. places the station on the same band as KGO-FM, KNBC-FM and nine other bay area FM stations. KALW will be the twelfth FM station on the new band, being th last to leave the old 40-50 MC band.

KALW was the pioneer of FM in this area, providing regular program service since 1940. Hundreds of listeners heard FM for the first time via KALW which provided dealers and set owner with the only FM outlet in this area for more than seven years. KALW was the first FM educational station to be licensed in this country.

Information relative to the frequency change may be had by calling ATwater 2-6042.

PROFESSIONAL RADIO TRAINING AT KALW

Samuel Gompers Trades School
22nd & Bartlett Street
San Francisco, California

KALW will continue professional training for radio broadcast personnel for the eleventh year of such work. Work will start September 7, 1948 for the day program and September 13, 1948 for the evening program.

A program of Technical and non-technical work covering the entire field of broadcasting and allied fields will be offered in one of the few V.A. approved schools in the West for such training.

Emphasis is placed on , Technical operation ,"Combination", training, writing, sales, and allied fields of employment where graduates will have an opportunity for employment. Training in all phases of Television and other technilogical advances, will be offered as the needs of the industry demand.

The hundreds of KALW graduates now working in Northern California broadcast stations prove the value of this training.

Enrollment is limited to those capable of carrying on the work for employment.

KALW is programmed entirely by students in training and provides the only training of this type in this area at an operating radio station.

Further informatiom about these courses can be obtained by calling ATwater 2-6042 or by contacting K.L. Dragoo or Kenneth M. Nielsen at KALW.

KALW ELECTRICAL TRANSCRIPTION SERVICE.

More than 5000 electrically transcribed, fifteen minute, shows are available for loan to San Francisco Teachers for classroom use.

Catalogues of these transcriptions are available at each school office and at KALW.

It is expected that several transcription players will be available at KALW for loan with transcriptions this fall. A number of schools own transcription players.

The only loan restrictions are on transcriptions which are scheduled for broadcast at an early date or which are reserved for some curriculum use.

Transcriptions cannot be delivered or picked up because of the slow delivery service and demage problem. Teachers or other school personnel may pickup records for loan at any time by signing a memo only. The library is in Room 406 at the Samuel Gompers Trades School, 22nd & Bartlett Streets.

In Service Training in Radio

During the fall semester and Spring semester two courses for teachers in San Francisco will be held at KALW to help teachers in the problems of the Utilization of Radio in the Classroom (Ed.340) and in "Educational Radio Programming"

Each course will carry two (2) semester hours of college or in service credit through San Francisco State College and will meet for fifteen (15) two (2) hour sessions.

Full information about these In-Service courses will appear in the Superintendents Bulletin, School Bulletin Boards, over-the-air at KALW at 1:00 PM daily or may be had by calling ATwater 2-6042 any school day.

KALW PROGRAM LISTING
for
SEPTEMBER 1948

M O N D A Y

9:00 Play It Safe
9:15 Story Time
9:30 Music For Children
9:45 Excursions in Science
10:00 This is Puerto Rico
10:15 World News
10:30 From The podium
10:45 Jr. Town Meeting
11:00 Morning Concert
11:15 Ranch and Home
11:30 Schoolcast
11:45 Spelling Bee
12:00 Hi Tune Time
12:15 Radio Drama
12:30 Music in the Air
12:45 Modern Moods
1:00 S.F. Today
1:15 Bill Scott, Forest Ranger
1:30 Great Books
1:45 Schoolcast Rebroadcast
2:00 Sports Digest
2:15 World Masters
2:30 " "
2:45 Science Today
3:00 Sign Off
7:00 Dinner Music
7:15 Modern Tunes
7:30 F.M. Concert Time
7:45 Evening Moods
8:00 Melodic Gems
8:15 Hi Tune Time
8:30 Evening Serenade
8:45 Memory Lane
9:00 Sign Off

Excursions in Science

Sept. 13 Stratosphere Equipment # 92
" 20 Wartime Morale # 100
" 27 Roman Numerals Vs Decimals # 105

Great Books

Sept 13 Hamlet # 108-109
" 20 Gareth and Lynette # 117-118
" 27 Ivanhoe # 126-127

T U E S D A Y

9:00 Play It Safe
9:15 Story Time
9:30 Music for Children
9:45 Excursions in Science
10:00 Music Navy Show
10:15 World News
10:30 From The Podium
10:45 Jr. Town Meeting
11:00 Morning Concert
11:15 Ranch and Home
11:30 Music
11:45 Spelling Bee
12:00 Hi Tune Time
12:15 Radio Drama
12:30 Music in the Air
12:45 Modern Moods
1:00 S. F. Today
1:15 Sons O' Guns
1:30 Great Books
1:45 Holland Calling
2:00 Sports Digest
2:15 World Masters
2:30 " "
2:45 Science Today
3:00 Sign Off
7:00 Dinner Music
7:15 Modern Tunes
7:30 F.M. Concert Time
7:45 Evening Moods
8:00 Sports Digest
8:15 Hi Tune Time
8:30 Evening Serenade
8:45 Memory Lane
9:00 Sign Off

TUESDAY

Excursions in Science CONT'D

Sept. 14 Warfare Aztec Style # 93
" 21 Science vs Folklore # 101
" 28 Electronics vs Wartime # 106

Great Books

103
Sept. 14 Tale of Two Cities # 111-112
" 21 She Stoops to Conquer # 120-121
" 28 Treasure Island # 128-129

WEDNESDAY

9:00 Play It Safe
9:15 Story Time
9:30 Music For Children
9:45 Excursions in Science
10:00 U. S. Army
10:15 World News
10:30 From The Podium
10:45 Jr. Town Meeting
11:00 Morning Concert
11:15 Ranch and Home
11:30 Schoolcast
11:45 Spelling Bee
12:00 Hi Tune Time
12:15 Radio Drama
12:30 Music in the Air
12:45 Modern Moods
1:00 S. F. Today
1:15 This is My Story
1:30 Great Books
1:45 Schoolcast rebroadcast
2:00 Sports Digest
2:15 World Masters
2:30 " "
2:45 Science Today
3:00 Sign Off

7:00 Dinner Music
7:15 Modern Tunes
7:30 F.M. Concert Time
7:45 Evening Moods
8:00 Sports Diegest
8:15 Hi Tune Time
8:30 Evening Serenade
8:45 Memory Lane
9:00 Sign Off

Excursions in Science

Sept. 15 Drugs # 94
" 22 Camouflage in Nature # 102
" 29 Poison Gases # 109

Great Books

Sept. 15 House of Seven Gables # 113-114
" 22 Lancelot and Elaine # 115-116
" 29 Evangeline # 123-124

THURSDAY

9:00 Play It Safe
9:15 Story Time
9:30 Music For Children
9:45 Excursions in Science
10:00 Merchant Marines
10:15 World News
10:30 From The Podium
10:45 Jr. Town Meeting
11:00 Morning Concert
11:15 Ranch and Home
11:30 Music
11:45 Spelling Bee
12:00 Hi Tune Time
12:15 Radio Drama
12:30 Music in the Air
12:45 Modern Moods
1:00 S. F. Today
1:15 Air Force Show

THURSDAY
CONT'D

1:30 Great Books
1:45 Growth of Democracy
2:00 Sports Digest
2:15 World Masters
2:30 " "
2:45 Science Today
3:00 Sign Off

7:00 Dinner Music
7:15 Modern Tunes
7:30 F.M. Concert Time
7:45 Evening Moods

8:00 Melodic Gems
8:15 Hi Tune Time
8:30 Evening Serenade
8:45 Memory Lane
9:00 Sign Off

Excursions in Science

Sept. 9	School Holiday
" 16	Chronology of the Calender # 95
" 23	Plagues # 103
" 30	Sunspots and radio # 110

Great Books

Sept. 9	School Holiday
" 16	The legend of Sleepy Hollow # 132-133
" 23	David Copperfield # 136-137
" 30	Les Miserables # 179-180

FRIDAY

9:00 Play It Safe
9:15 Story Time
9:30 Music for Children
9:45 Excursions in Science
10:00 Veterans
10:15 World News
10:30 From the Podium
10:45 Jr. Town Meeting
11:00 Morning Concert
11:15 Ranch and Home
11:30 Schoolcast
11:45 Spelling Bee
12:00 Hi Tune Time
12:15 Radio Drama
12:30 Music in the Air
12:45 Modern Moods
1:00 S. F. Today

1:15 Marine Recruiting
1:30 Great Books
1:45 Schoolcast rebroadcast
2:00 Sports Digest
2:15 World Masters
2:30 " "
2:45 Science Today
3:00 Sign Off

Excursions in Science

Sept. 17	Liquid Motor Fuel # 99
" 24	A Scientist in Wartime # 104
Oct. 1	Men and Climate # 111

COMMERCIAL RADIO STATION EDUCATIONAL PROGRAM LISTING

San Francisco, California

For September 1948 (Schedules as received from Stations)

M O N D A Y

STATION	TIME	PROGRAM
KYA	9:45 - 10:00 AM	NURSING SHOW
KNBC	10:45 - 11:00 AM	BELIEVE IT OR NOT
KFRC	5:00 - 5:15 PM	ADVENTURE PARADE
KSAN	5:05 - 5:30 PM	CHILDREN'S CORNER
KNBC	5:00 - 5:15 PM	JOLLY BILL AND JANE
KNBC	6:30 - 7:00 PM	DR. I.Q.
KGO	6:30 - 7:00 PM	MR. PRESIDENT
KQW	11:45 - 12:00 PM	IN MY OPINION

T U E S D A Y

STATION	TIME	PROGRAM
KNBC	10:45 - 11:00 AM	BELIEVE IT OR NOT
KFRC	4:30 - 4:45 PM	PASSING PARADE
KNBC	5:00 - 5:15 PM	JOLLY BILL AND JANE
KQW	6:00 - 6:15 PM	GOLD RUSH DAYS
KNBC	6:30 - 6:55 PM	LIVING 1948
KGO	6:30 - 7:30 PM	BOSTON SYMPHONY
KQW	7:00 - 8:00 PM	STUDIO ONE
KGO	7:30 - 7:45 PM	REPORT TO THE PEOPLE
KGO	8:00 - 8:15 PM	YOUTH LOOKS AT THE GOV'T
KGO	8:30 - 9:30 PM	AMERICA'S TOWN MEETING
KQW	11:45 - 12:00 PM	FRONTIERS IN SCIENCE

W E D N E S D A Y

STATION	TIME	PROGRAM
KNBC	10:45 - 11:00 AM	BEILIEVE IT OR NOT
KFRC	4:30 - 4:45 PM	PASSING PARADE

T H U R S D A Y

STATION	TIME	PROGRAM
KFRC	4:30 - 4:45 PM	PASSING PARADE
KFRC	7:00 - 7:30 PM	FAMILY THEATRE
KQW	7:00 - 7:30 PM	HALLMARK PLAYHOUSE
KNBC	9:30 - 10:00 PM	NOAH WEBSTER SAYS
KQW	11:45 - 12:00 PM	OF MEN AND BOOKS

F R I D A Y

STATION	TIME	PROGRAM
KFRC	4:30 - 4:45 PM	PASSING PARADE
KNBC	6:00 - 7:00 PM	NBC UNIVERSITY THEATRE
KQW	6:30 - 7:00 PM	MUSICOMEDY
KFRC	7:00- 7:30 PM	MEET THE PRESS
KNBC	7:00 - 7:30 PM	WORLD AFFAIRS ARE YOUR AFFAIRS
KNBC	7:45 - 8:00 PM	PRO AND CON
KNBC	8:30 - 8:45 PM	FOREST AFLAME

S A T U R D A Y

STATION	TIME	PROGRAM
KQW	12:45 - 1:00 PM	DECISION NOW
KNBC	1:30 - 2:00 PM	CHICAGO ROUNDTABLE
KQW	1:30 - 2:00 PM	YOUTH LOOKS TO THE FUTURE
KFRC	2:00 - 2:30 PM	OPINIONAIRE
KQW	2:00 - 2:30 PM	MAY WAY FOR YOUTH
KNBC	5:15 - 5:30 PM	KNOW YOUR SYMPHONY
KQW	6:30 - 7:00 PM	ST. LOUIS OPERA
KFRC	8:45 - 9:00 AM	STORY TELLER

S U N D A Y

STATION	TIME	PROGRAM
KNBC	7:45 - 8:00 AM	STORY TO ORDER
KNBC	8:15 - 8:30 AM	SIGNPOST FOR YOUNG SCIENTISTS
KQW	9:00 - 9:30 AM	INVITATION TO LEARNING
KGO	10:15 - 10:30 AM	EDITOR AT HOME
KQW	10:30 - 11:00 AM	TELL IT AGAIN
KGO	11:15 - 11:30 AM	BOOK TIME
KGO	12:00 - 12:15 PM	THIS CHANGING WORLD
KGO	1:15 - 1:30 PM	FOREIGN REPORTS
KGO	1:30 - 2:30 PM	MILTON CROSS OPERA
KGO	3:00 - 3:30 PM	CALIFORNIA CARAVAN
KGO	6:30 - 7:30 PM	THEATRE GUILD
KFRC	9:30 - 10:30 PM	CHICAGO THEATRE OF THE AIR
KQW	9:30 - 10:00 PM	PEOPLES PLATFORM
KQW	10:15 - 10:30 PM	UNIVERSITY EXPLORER

KALW FM

91.7 MEGACYCLES ON THE FM BAND

RADIO VOICE OF THE SAN FRANCISCO UNIFIED SCHOOL DISTRICT

KALW
22ND BARTLETT ST.
SAN FRANCISCO 10, CAL.

WICU
University of Illinois
Urbana, Ill.

RADIO LOG

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UNIVERSITY OF MARYLAND

WISCONSIN HISTORICAL SOCIETY

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